

# **Maryland Marketing Partnership Board of Directors**

## **MEETING MINUTES**

**February 15, 2019**

### **Board Members in attendance:**

Secretary Kelly Schulz  
Laura Van Eperen  
Henry Fawell  
Keasha Haythe  
Ammanuel Moore  
Capt. Eric Nielsen  
Leonard Raley  
Tom Sadowski  
Marcus Stephens  
Angela Sweeney  
Aaron Tomarchio

### **On Conference Call:**

David Rodich

### **Board Members absent:**

Josh Martin  
Paul Nolan  
Sen. Cheryl Kagan  
Del. Kris Valderrama

### **Staff members in attendance:**

Sherri Diehl  
Liz Fitzsimmons  
Kyle McColgan  
Carolyn O'Keefe  
Lutisha Williams  
Carolyn Hammock

### **Guests in attendance:**

Maria Kimball (HZ)  
Debbie Norris (HZ)

## **MEETING COMMENCEMENT**

The meeting began at 1:08 p.m. in Conference Room 164A at 45 Calvert Street – Annapolis, MD

## **I. Call to Order**

The meeting was called to order by Vice-Chairman Laura Van Eperen who extended a warm welcome to Maryland Department of Commerce's new Secretary, Kelly Schulz. She then asked everyone around the table to introduce themselves to Secretary Schulz.

## **II. Board Members Introductions**

Each Board Member who was present gave a brief introduction of themselves to the new Secretary of Commerce, Ms. Kelly Schulz.

## **III. Approval of the Minutes of December 14<sup>th</sup> and General Remarks**

Mr. Sadowski moved to approve the minutes of December 14, 2018 with Ms. Sweeney provided a second to approve the minutes as submitted without any discussion or changes.

## **IV. Administrative Actions:**

### **a. Election of Chairman**

After minutes were approved and second, Ms. Van Eperen directed the Board to solicit nomination for a new Chairman of the Maryland Marketing Partnership Board (MMP).

Mr. Raley nominated Secretary Kelly Schulz as new Chairman of the Maryland Marketing Partnership Board. Mr. Stephens second to approve the nomination of Secretary Schulz. No objections.

Chairman Schulz expressed her gratitude for the nomination and conveyed the message that she is looking forward to working with the Board to build upon the foundation that has already been established since inception. She gave accolades to the work that Ms. Allison Mayer contributed to the mission of the Board as well as Ms. Sherri Diehl. She expressed complete confidence in the Commerce team as well as the Board that the State has created. Chairman Schulz introduced Mr. Kyle McColgan as her Special Advisor, who works closely with her on special projects.

### **b. Resolution Appointing Acting Executive Director**

Chairman Schulz presented a resolution for a delegation of the Acting Executive Director responsibilities. Be it resolve that Sherri Diehl be designated as Acting Executive Director effective Friday, February 15, 2019. Mr. Sadowski moved that Sherri Diehl be

Acting Executive Director of the Maryland Marketing Partnership Board. Angela Sweeny moved to second the motion. No objections.

## **V. 2019 Media Plan Presentation**

Ms. Debbie Norris of HZ provided a status update of the marketing campaign. The spring advertisements will run from March 2019 - November 2019. There will be a presence in July and August, but a very low level. They are working with a total budget of \$1.8 million.

## **VI. Tourism Campaign Presentation**

Ms. Fitzsimmons presented the “Open for It” advertising campaign initiative which has two TV spots geared to promote tourism in the State of Maryland. These ads will be running in the primary markets of Philadelphia, DC, Baltimore, Pittsburgh and Cleveland. She further expressed that the Tourism industry generates \$267 million in revenue. Secretary Schulz recommended that the Board reach out and get all State agencies or government entities involved with promoting the State of Maryland as a destination.

## **VII. Financial and Fundraising Updates**

In regard to fundraising, Ms. O’Keefe solicited the Board’s help to reach potential partners. She expressed that our current partners’ last payment are in 2019 with the intent to roll them over and would like the partners to share any ideas for that effort. She mentioned having a list of the top 500 companies in Maryland for the Board to review for suggestion. There is a need to branch out across Maryland and involve more companies outside of the Baltimore region.

Mr. Sadowski suggested that there is a refreshing of the tiers of what the current partners receive based on the amount of the contribution.

As a financial update, Mr. Raley shifted to the revenue side and stated that the State appropriation of \$1 million is in the “general funds” line item and the partner revenue balance is at \$2.3 million and is marked as the “special funds” line item. The Board still needs to collect \$409,000 from 2018 (all companies have been invoiced). This year we are projected to receive an additional \$1.2 million. In total, the budget should collect \$1.62 million throughout 2019. Since December, we have incurred \$811,440 in expenses to-date under media and right now we

have a balance of \$3.5 million. In terms of planning, we project spending in 2019 to be around \$2.33 million and \$1.8 million of that amount in media buys. The remainder will be spent on the Business Summit, events and new opportunities. Regarding the media market plans, Secretary Schulz made a motion on table to approve the media plan and projected expenses upon the condition that the full media plan and current tracking are shared with the board members. Tom Sadowski moved to approve; Laura Van Eperen seconded the motion. No Objections.

### **VIII. Governor's Business Summit Update**

Ms. Diehl directed the Board's attention to the contract for the upcoming 2019 Governor's Business Summit that needs the Board's approval. The cost for food and beverages will be approximately \$70,000. Anticipating 500 to 700 guests. Ms. Diehl communicated based on what the industry is saying, the theme for the Summit should focus on "Workforce." She solicit the Board for speaker ideas, etc.

Ms. Sweeney moved to approve the contract for the 2019 Governor's Business Summit that's scheduled for September 20, 2019 at the Baltimore Marriott Waterfront Hotel. Aaron Tomarchio seconded the motion. No objections.

### **IX. Good of the Order**

A quick reminder about the upcoming Meet and Greet reception for Secretary Schulz on February 26, 2019 at the Center Club.

### **X. UPDATED: 2019 Meeting Dates: May 16, 2-4 p.m., August 29, November 15**

### **XI. Adjournment:**

The business meeting adjourned at 2:49 p.m.